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**Professional Summary**

Highly motivated and results-driven Sales Supervisor with over a decade of experience in retail and FMCG sectors. Proven expertise in leading sales teams, developing customer relationships, and exceeding sales targets. Adept at training and mentoring sales representatives, optimizing team performance, and resolving client concerns. Strong communicator with a strategic approach to boosting sales, increasing market share, and enhancing customer satisfaction. Skilled in managing multiple tasks, meeting tight deadlines, and working effectively both independently and within teams. Ready to bring a track record of success to a dynamic organization.

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### Professional Experience

### Sales Supervisor - Retail Sales

**Rani Beverage LLC-Egypt (Aujan Coca-Cola)**

***March 2021 – Present***

**Reporting to**: Unit Sales Manager

* Lead a team of 7 retail sales representatives in the Cairo area.
* Monitor and evaluate the attendance, performance, and sales targets of the team.
* Train new sales staff, enhancing their selling skills and product knowledge.
* Prepare and distribute customer visit schedules for the sales team.
* Develop the skills of the sales team, fostering competition and motivating them to increase sales.
* Conduct field visits to resolve customer or delegate issues and improve sales performance.

### Sales Supervisor - Retail Sales

**Kellogg Tolaram Noodles Egypt Co.**

***September 2018 – July 2020***

**Reporting to**: National Sales Manager

* Led a team of 5 retail sales representatives in the Giza area.
* Managed sales staff attendance, evaluated performance, and ensured sales targets were met.
* Trained new staff in modern sales techniques and product knowledge.
* Organized customer visit schedules and distributed them to the team.
* Developed sales skills within the team, fostering healthy competition and motivating them to increase sales.
* Conducted field visits to resolve customer and sales team issues, enhancing sales growth.

### Sales Representative

**Gulf Union Saudi Arabia Co.**

***2016 – 2018***

* Analyzed market needs and ensured product availability before customer visits.
* Presented products to customers, highlighting their advantages over competitors.
* Managed customer relationships, coordinating visits and follow-ups.
* Assisted customers in product placement and display to boost sales.
* Addressed customer objections by clarifying product benefits.

### Sales Representative

**New Boy Saudi Arabia Co.**

***2015 – 2016***

* Engaged customers to determine their needs and scheduled visits accordingly.
* Promoted product placement strategies to maximize visibility and sales.
* Addressed customer objections and emphasized product benefits.

### Sales Representative

**Egypt Foods Co.**

***2010 – 2014***

* Covered a daily route of 30 clients, achieving 80% product coverage with each.
* Developed and maintained client relationships, ensuring consistent sales growth.
* Ensured proper product pricing and placement to increase sales.
* Resolved customer objections and emphasized product advantages.

### Training & Certifications

* Sales Training
* Time Management
* Industrial Safety & Civil Defense
* Winning Point of Sale

### Skills

* Strong self-motivation and ability to meet tight deadlines.
* Excellent multitasking and priority management skills.
* Analytical and interpersonal communication skills.
* Effective both independently and as a team player.
* Positive attitude, creativity, and adaptability in dynamic environments.
* High research capabilities and time management expertise.

### Computer Skills

* Proficient in Windows (98, 2000, XP) and Microsoft Office (Word, Excel, PowerPoint, Access, Outlook).
* Adept in using the internet for research and communications.

### Languages

* **Arabic**: Native language
* **English**: Good in speaking and writing

### Education

**Bachelor of Social Services**

Banha University